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SOUTH CAROLINA EDUCATIONAL TELEVISION COMMISSION



ANNUAL REPORT 1993-1994

Printed Under The Direction Of The
State Budget And Control Board

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STATE DOCUMENTS

December 1, 1994

To His Excellency, Governor Carroll A. Campbell, and the Honorable Members of the South Carolina General Assembly:

Pursuant to Section 57-3-760, Code of Laws of South Carolina, I am transmitting to you the annual report of the South Carolina Educational Television Commission for the fiscal year which ended June 30, 1994.

Sincerely,

A handwritten signature in dark ink, appearing to read "Henry J. Cauthen". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Henry J. Cauthen
President

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C.B. Askins
Dr. Marianna W. Davis
Peggy A. Denny
Dr. Walton H. Owens Jr.

John M. Rivers Jr.
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Dr. Barbara Nielsen

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Bobbi J. Kennedy, *Vice President for Continuing Education*: 737-3451

Regional Stations

WJWJ-TV
P.O. Box 1165
105 South Ribaut Road
Beaufort, SC 29901
Michael Brannen, Manager
(803) 524-0808

WRET-TV
P.O. Box 4069
Spartanburg, SC 29305
William S. Hart, Manager
(803) 599-0201

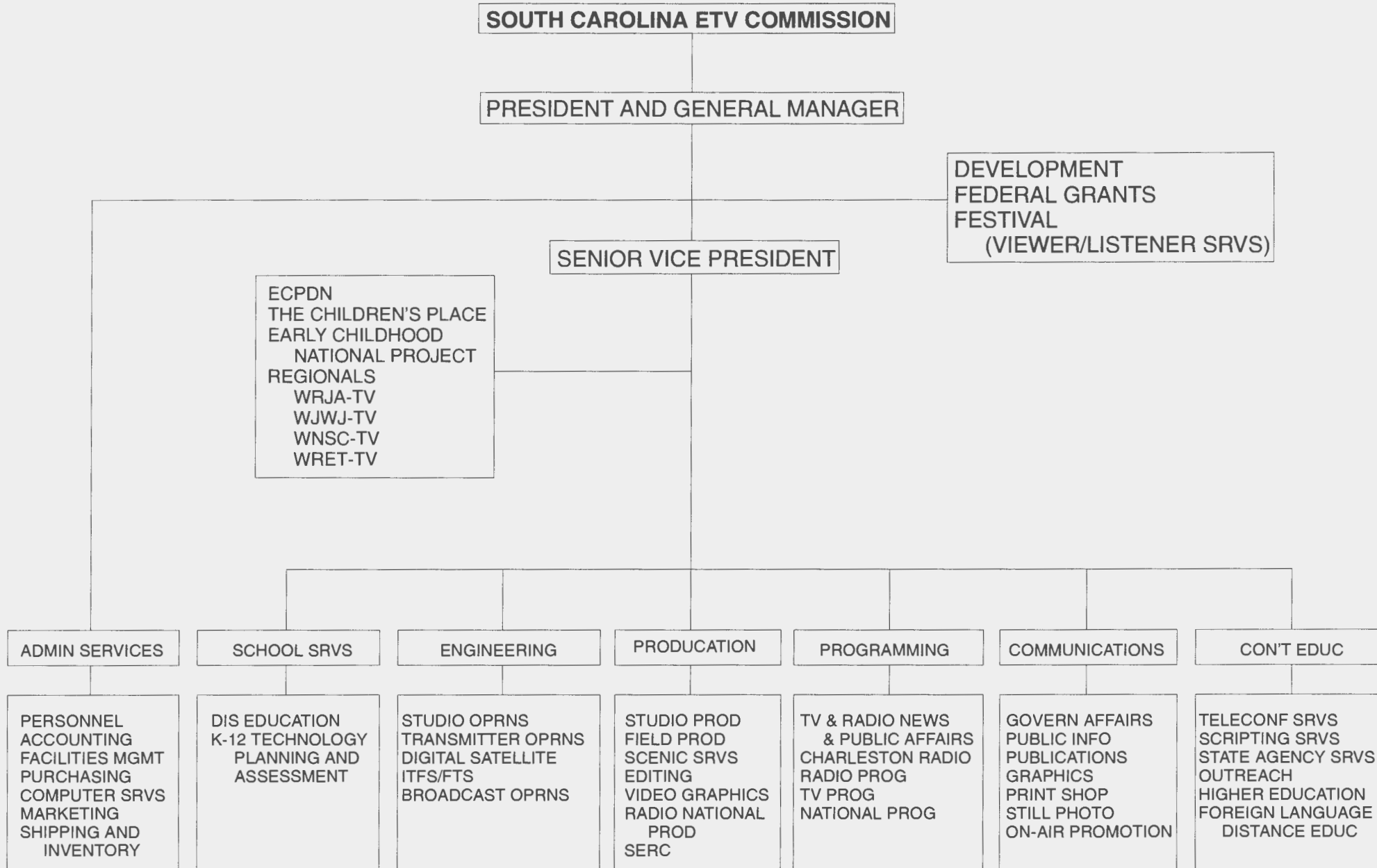
WRJA-TV
P.O. Box 1836
North Harvin Street
Sumter, SC 29150
James L. Barnard, Manager
(803) 773-5546

WSCI-FM
P.O. Box 801
USS Yorktown
Mt. Pleasant, SC 29464
Marcia Warnock, Manager
(803) 881-1160

WNSC-TV
P.O. Box 11766
Highway 21 Bypass
Rock Hill, SC 29730
John Bullington, Manager
(803) 324-3184

WLTR-FM
P.O. Drawer L
Columbia, SC 29250
(803) 737-3403

ORGANIZATIONAL CHART



Statutory Authority

The South Carolina Educational Television Commission was created in Section 59-7-10, 20, 30, 40, 50, and 60 of S.C. 1976 Code of Laws and applicable regulations and provisions, as amended.

Mission Statement

South Carolina ETV's mission is to provide a statewide educational communications network. The primary purpose of the network is to provide comprehensive educational opportunities to public schools, colleges, universities, and adult continuing education. The service is to support and enhance training for state agencies, private industry, and individuals, and to offer programs of cultural, historical, and educational significance to the general public.

Summary Points

1. South Carolina ETV is South Carolina's telecommunications network.
2. South Carolina ETV provides essential educational and technical resources to public schools, colleges, technical colleges, universities, state agencies, hospitals, businesses, and law enforcement services.
3. South Carolina ETV delivers quality programs of cultural, historical, and educational value to the public.
4. South Carolina ETV provides programs and services for children that are educational, noncommercial, nonviolent, and that promote ready-to-learn skills as well as self-esteem.
5. South Carolina ETV is a vital resource that links individuals and groups within communities to examine critical concerns such as women's health, violence, the environment, cultural diversity, and strengthening the family.

*Television can teach. It can illuminate.
Yes, it can even inspire.
But it can do so only to the extent that humans
are determined to use it to those ends.
Otherwise, it is merely lights and wires in a box.
—Edward R. Murrow*



History

Over 35 years ago, South Carolina ETV was created to provide educational opportunities to public schools, colleges, universities, and adult education. Today, South Carolina ETV continues to provide these essential educational and technical resources while expanding the mission to include state agencies, hospitals, businesses, and law enforcement entities. In addition, SC ETV provides programs and services for children that are educational, noncommercial, nonviolent, and that promote ready-to-learn skills as well as self-esteem. The network also delivers quality programs of cultural, historical, and educational value to the public.

Clearly since SC ETV's inception, education has served as its foundation. Bringing technical experts, writers, producers, and educators together, the network has harnessed television's power as an educational tool and built the most advanced instructional television network in the world. Now, with the completion of the network's technical services building and the advent of digital satellite technology, SC ETV is revitalizing our education system and making equity-in-education an attainable reality in South Carolina.

Utilizing the many resources that innovation and technology provide, South Carolina ETV is South Carolina's telecommunications network.

SC ETV Milestones

- | | |
|------|---|
| 1957 | The General Assembly passes a concurrent resolution which calls for a study of the use of television in public schools. |
| 1958 | The study committee recommends a pilot project be set. A studio is built at Dreher High School in Columbia and the experiment begins. Henry J. Cauthen is selected as technical director; R. Lynn Kalmbach is selected as project evaluator. Enrollment is 300. Educational television services are extended to five Columbia-area schools. |
| 1960 | The General Assembly creates the S.C. Educational Television Commission. R. Lynn Kalmbach is tapped for general manager. |
| 1961 | Expansion of the closed-circuit system is accomplished by the negotiation of the first reduced tariff rate for educational television. |
| 1962 | State agencies and public school teachers begin utilizing SC ETV for continuing professional education. |
| 1963 | The closed-circuit network is extended to all counties, reaching 155 public high schools, 36 elementary schools, most state colleges, university extension centers, and 10 hospitals. |

- 1964 The SC ETV Network signs on its first open-circuit station, WNTV in Greenville, with WITV in Charleston signing on in the same year.
- 1965 With the death of R. Lynn Kalmbach, Henry J. Cauthen becomes executive director of the network.
- 1966 WRLK-TV, Columbia's open-circuit station, signs on. ♦ Extensive programming for elementary schools is offered for the first time on open broadcast.
- 1967 WJPM-TV, Florence, and WEBA-TV, Barnwell, sign on.
- 1970 The University of South Carolina, in cooperation with the SC ETV Commission, begins a program of graduate study in business administration through the closed-circuit system. ♦ The nation's first live domestic satellite transmission is organized in Columbia by SC ETV when William F. Buckley, Jr. agrees to bring **Firing Line** to public television via SC ETV.
- 1971 A color studio facility is put into operation and local instructional programs are produced in color.
- 1972 The network begins operation of its FM educational radio network with the sign-on of WEPR-FM in Greenville.
- 1973 WSCI-FM, Charleston, is added to the educational radio network.
- 1975 WMPR-FM, Sumter, and WLTR-FM, Columbia, sign on to the South Carolina Educational Radio Network. ♦ Television stations in Sumter, WRJA-TV, and Beaufort, WJWJ-TV, begin transmitting.

...SC ETV and SECA broadcast the first simultaneous radio and television satellite transmission in history....

- 1977 November marks SC ETV's first use of satellites for continuing education, with live weekend broadcasts of medical seminars originating in Charleston and Columbia. ♦ In addition, SC ETV and the Southern Educational Communications Association (SECA) broadcast the first simultaneous radio and television satellite transmission in history from Columbia to 15 other sites.
- 1978 SC ETV joins the Public Broadcasting Service (PBS) satellite system. ♦ WNSC-TV and WPRV-FM in Rock Hill sign on.
- 1980 WJWJ-FM in Beaufort and WRET-TV in Spartanburg begin transmitting. ♦ Radio stations in both Sumter and Rock Hill undergo call letter changes to WRJA-FM and WNSC-FM, respectively.
- 1982 SC ETV begins the phase-out of the leased-line, closed-circuit distribution system with a state-owned Instructional Television Fixed Service (ITFS) system.
- 1984 WNEH-TV, Greenwood, and WHMC-FM, Conway, sign on.
- 1986 The first phase of the ITFS system is completed, providing full (four-channel) closed-circuit service to 240 school facilities and partial (two-channel) service to 189 school facilities. ♦ SC ETV begins a GED series for adults in cooperation with the Office of Adult Education. ♦ The State Development Board creates the Economic Development Institute, which uses SC ETV's statewide tele-conference services.
- 1988 In February, SC ETV commemorates Black History Month with a technically intricate live satellite interconnect—participants in Columbia, Detroit, Atlanta,

and Washington, D.C. join SC ETV's historic teleconference. ♦ Under Mr. Cauthen's leadership, the 18-state Satellite Educational Resources Consortium (SERC) receives a \$5.6 million grant from the U.S. Department of Education to implement the Star Schools project for fall of 1989. Star Schools provides live, interactive instruction in advanced math, science, and foreign language via satellite. ♦ SC ETV President Henry J. Cauthen is selected by a panel of his peers to receive the first-ever "Nation's Outstanding Public Television Manager" award. ♦ SC ETV celebrates its 30th anniversary with the opening of the SC ETV museum exhibit "Images of Excellence" at the Columbia Museum of Art. ♦ Mr. Cauthen is awarded the Order of the Palmetto by South Carolina Governor Carroll A. Campbell in recognition of 30 years of leadership and service.

*Governor Carroll A. Campbell singles out SC ETV
as the most important media outlet
during [Hurricane Hugo's] recovery period.*

1989 SC ETV purchases the former State/Record building in Columbia for \$4 million. ♦ SC ETV continues to maximize the services it provides to other state agencies as well as business and industry. ♦ SC ETV/ERN provides South Carolinians with up-to-the-minute coverage prior to and following Hurricane Hugo's September 22 landfall. Staff at WJWJ-TV in Beaufort ride out the hurricane at the station, providing valuable information to the state. SC ETV staff provide assistance in the production and distribution of Governor Campbell's press announcements. The Governor singles out SC ETV as the most important media outlet during the recovery period. ♦ SC ETV ranks as the nation's busiest state teleconferencing center. ♦ SERC's demonstration year begins. In South Carolina alone, a total of 32 high schools and 224 students participate. SC ETV broadcasts 50 percent of SERC's course schedule while functioning as SERC's master origination terminal for all courses.

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busiest state teleconferencing
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*President George Bush appoints
Henry J. Cauthen to the 10-member board
of the Corporation for Public Broadcasting.*

1990 SC ETV presents the 90-minute national production, **The Stations of Bach**. Publicity reaches what the *Washington Post* calls "historic proportions" when the East and West German embassies agree to host a first-ever joint reception honoring the program at the National Press Club in Washington, D.C. ♦ SC ETV continues to expand the ITFS system in the state. ♦ WLJK-FM in Aiken signs on. ♦ The ETV Endowment of South Carolina acquires the Sara Lee/Pearce Young and Angel (PYA) properties, promising to be a major asset for the future expansion of SC ETV as a national production center and boost to the economic development of the state. SC ETV will purchase the property from the Endowment in 10 years for exactly \$1—a tremendous savings for taxpayers. ♦ The Children's Place, SC ETV's on-site child-care center, which serves as a

production center for early childhood productions, opens. ♦ President George Bush appoints Henry J. Cauthen to the 10-member board of the Corporation for Public Broadcasting (CPB), a national organization charged with the growth and development of public broadcasting in the United States. ♦ Mr. Cauthen is also elected as the board chairman of America's Public Television Stations (APTS), an organization providing advocacy for public television. ♦ Lt. Governor Nick Theodore appoints Mr. Cauthen to the S.C. Public/Private Child Care Council. ♦ Mr. Cauthen is elected vice president of INPUT, an international public television organization. ♦ Mr. Cauthen is honored with the Elizabeth O'Neill Verner Award.

SC ETV demonstrates significant interagency cooperation as 28 agencies are served through the use of existing resources...personnel...equipment.

1991 SC ETV continues to produce SERC courses, including five Russian courses and two Advanced Placement Economics courses five days a week. ♦ Henry J. Cauthen works with the U.S. Senate Commerce Committee to continue funding for the USSR/US teacher exchange program administered through the U.S. Information Agency. ♦ SC ETV demonstrates significant interagency cooperation as 28 differing agencies are served through the use of existing resources or personnel and equipment—addressing topics such as youth-at-risk, teacher recruitment, economic development, and criminal justice. ♦ SC ETV receives a

\$64,000 grant from the U.S. Department of Education via the S.C. Department of Education to produce a 13-part telecourse, **On the Other Hand**. The series helps teachers, parents, and medical and child-care workers learn basic signing skills. An additional \$53,000 becomes available for nine more programs. ♦ On SC ETV's closed-circuit network, 150 higher education courses are distributed statewide for college credit. Ten courses are broadcast on SC ETV's open-circuit network to adult learners throughout the state. ♦ SC

A single teleconference, produced and transmitted statewide by SC ETV for the S.C. Department of Corrections, trains more than 1,000 law enforcement and correctional officers for approximately 39¢ cents per officer.

ETV's **Police Line** studio at the S.C. Criminal Justice Academy is launched, providing crucial interactive training. ♦ Senator Strom Thurmond commends Mr. Cauthen on the U.S. Senate floor for SC ETV's ongoing work with the black teleconference and its commitment to minority programming. ♦ A single teleconference produced and transmitted statewide by SC ETV for the S.C. Department of Corrections trains more than 1,000 law enforcement and correctional officers for approximately 39¢ per officer—a significant savings to South Carolina taxpayers. ♦ SC ETV and noted journalist Bill Moyers kick off the 1991 Public Broadcasting Service's (PBS) outreach effort concerning families and youth at-risk. ♦ SC ETV works with Moyers and the **MacNeil/Lehrer NewsHour**

*Marian McPartland celebrates her 200th program on ERN's national Peabody Award-winning **Marian McPartland's Piano Jazz**.*

in broadcasting an impromptu national town meeting during the outbreak of the Persian Gulf War.

❖ WNSC-TV produces an outreach event targeted to teens, **DUI/DOA**, which defines the perils of drinking and driving. ❖ SC ETV's production **Family Across the Sea** quickly becomes a nationally acclaimed work. The program, which reveals the history of the Gullah, or Geechee, of the South Carolina Sea Islands and the people of Sierra Leone in West Africa and their common heritage, receives numerous prestigious awards and becomes a part of the Smithsonian's permanent collection.

❖ Marian McPartland celebrates her 200th program on ERN's national Peabody Award-winning **Marian McPartland's Piano Jazz**. ❖ SC ETV

programs are marketed or broadcast in Africa, the Caribbean, Scotland, Germany, England, and New Zealand. ❖ School ITFS systems and tape center buildings are completed and put into operation in Anderson, Chester, Union, Lexington, Bennettsville, and Oconee. ❖ Educational Radio moves into new facility. ❖ SC ETV develops a plan to utilize new technology to expand the existing four-channel closed-circuit network to a 20-channel system serving over 350 sites with future channel and site expansion. ❖ SC ETV announces the inauguration of **World Wise Schools**—a new educational program that links

children in grades 4–9 with Peace Corps volunteers overseas. ❖ Mr. Cauthen and Governor Campbell announce the free distribution of the **EXXON Energy Cube**, an educational teaching aid for high school and middle school science teachers—signifying a generous and cooperative step between private industry and education. SC ETV produced all nine video programs within the Cube. ❖ Mr. Cauthen is the 1991 recipient of the first annual Governor's Award in the Humanities for his work in conveying South

Carolina's traditions through exceptional programming. ❖ Rudy Mancke, producer/writer/naturalist, receives the Governor's Award for Excellence in Science. June Licata, vice president of regional stations and community relations, is awarded the 1991 Victory Award for South Carolina. ❖ William D. Hay, vice president of Educational Radio, is honored by the S.C. Commission for the Blind. The Commission names its new broadcast studios the William D. Hay Broadcast Facility. Mr. Hay was instrumental in starting SC Educational Radio for the Blind, a reading service transmitting the printed word to blind individuals statewide via special receivers. ❖ Mr. Cauthen serves on the Task Force on Implementation, created to advise the National Council on Education Standards and Testing. ❖ Mr. Cauthen testifies before the U.S. Senate Education, Humanities, and Art subcommittees, as well as the joint Economic Committee.

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*Rudy Mancke,
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Award for Excellence
in Science.*

*In a year of serious budget cutbacks, SC ETV works
cooperatively with 23 state agencies to produce essential,
yet cost-effective, training opportunities.*

1992

SC ETV produces a historic event, **Project Discovery**. Through innovative use of the electronic, interactive classroom, students throughout South Carolina experience, first-hand, what it's like to communicate with modern-day explorers. K-12 students participate in a live, interactive teleconference with the ex-

*The total value
of SC ETV's
teleconference service
to the state [for 1992]
is \$12,791,996.*

ploration crew that discovered the sunken SS *Central America*. ♦ SC ETV begins taping approximately 58 hours of oral history from Holocaust survivors and liberators for a middle school telecourse. Interviews will be included in the national Holocaust museum. ♦ In a year of serious budget cutbacks, SC ETV works cooperatively with 23 state agencies to produce essential, yet cost-effective, training opportunities. During the fiscal year, SC ETV delivers 1,180 teleconferences,

622 video conferences, and 558 audioconference events. ♦ Through SC ETV facilities, the S.C. Department of Corrections increases the number of officers trained from 4,000 the previous year to 12,000 this fiscal year. ♦ The total value of SC ETV's teleconference service to the state is \$12,791,996. ♦ SC ETV provides state government with telecommunications tools and programs inexpensively—such as the premier videoconference of the State Ethics Commission, which reaches 900 state employees in 24 viewing locations. ♦ SC ETV is selected as one of 10 national sites

for the Texaco Teacher Training Institute—135 teachers meet in Columbia with 14 South Carolina “master teachers.” The two-day event helps science teachers use interactive technology, including instructional television and computers in the classroom. ♦ SC

ETV is at the forefront of South Carolina's six-month experiment to allow television and still cameras in Richland County courtrooms. The experiment brings South Carolina up to date with 44 other states that already allow cameras in the courtroom. Participating lawyers commented that the experiment was one of the most valuable educational experiences since law school. ♦ The ITFS system is installed in York, Walterboro, and Charleston. ♦ SC ETV maximizes the use of interactive technologies by utilizing the existing tape and delay centers for live, interactive instruction at the local level. Named “short-distance learning,”

*SC ETV maximizes the use of
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the existing tape and delay centers
for live, interactive instruction
at the local level.*

*The Early Childhood Professional
Development Network, a national
initiative undertaken by SC ETV,
is launched....ECPDN delivers
live, interactive training seminars...
to Head Start teachers
in isolated, rural areas....*

this pioneering effort allows schools, in cooperation with SC ETV, to develop and transmit live, interactive lessons in critical subject areas within each district at no extra cost to the state. ♦ 35 new early childhood development programs originate from The Children's Place. The programs are produced in collaboration with the National Association for the Education of Young Children (NAEYC), the Council for Early Childhood Professional Recognition, and

the Clemson Extension Service. Over 11,000 tapes are distributed. Tapes distributed in South Carolina are provided at no cost. ♦ The Early Childhood Professional Development Network (ECPDN), a national initiative undertaken by SC ETV, is launched. Funded by the U.S. Department of Health and Human Services, Administration of Children and Families, and Office of Head Start,

ECPDN delivers live, interactive training seminars via satellite to Head Start teachers who are in isolated, rural areas in 12 states and who serve Native American, migrant worker, and Alaskan villagers' children. Based on the successful Star Schools model, seminars provide 117 hours of essential training material needed for the Child Development Associate (CDA) credential required for Head Start teachers. The grant award for the ECPDN project is \$3.2 million over a period of two years for the demonstration project. The grant will eventually total a minimum of \$5.6 million and could reach as high as \$7.7 million if

The National Black Family Summit... is uplinked nationwide and also goes to the nation's 106 historic black colleges.

full funding is provided in the third year. ♦ SC ETV, in a joint effort with the *State* newspaper and local television stations, provides a series of live forums entitled **We the People**, where elected officials, community leaders, and citizens openly discuss the pros and cons of a cabinet form of government for South Carolina. ♦ **The National Black Family Summit**, produced in conjunction with the University of South Carolina School of Social Work, dis-

cusses issues confronting the African-American family. The program is uplinked nationwide and also goes to the nation's 106 historic black colleges.

♦ **The National Black History Teleconference** enters its fifth year. ♦ SC ETV continues to provide timely interviews with state legislators. ♦ Educational Radio premieres **What's on Your Mind?** with

Dr. Linda Austin, associate professor of psychiatry at MUSC and director of the Project for Public Education in Mental Health. ♦ CPB designates SC ETV as the site for congressional delegation visits. SC ETV hosts congressional staffers from the offices of Sen. Jeff Bingaman

SC ETV hosts visits by representatives of many countries.

(New Mexico), Rep. Clause Harris (Alabama), Rep. Carl Pursell (Michigan), and the presidential-appointed board of CPB. SC ETV also hosts visits by representatives of many countries. ♦ *Governing* magazine features Henry J. Cauthen as one of 10 government success stories. ♦ Mr. Cauthen is re-elected to a second term as vice president of INPUT, and continues to serve on the board of CPB and as chairman of the board of APTS. He also is a member of the INDO-US Subcommittee on Education and Culture.

[ECPDN] continues to deliver live, interactive seminars by satellite to Head Start teaching teams in remote and isolated areas of the United States.

1993

The Early Childhood Professional Development Network (ECPDN) continues to deliver live, interactive seminars by satellite to Head Start teaching teams in remote and isolated areas of the United States. ECPDN staff designs, produces, and delivers 117 hours of live, interactive seminars, conducts 1,554 discussion sessions across six time zones, enrolls 714 Head Start staff members in 26 states and the Virgin Islands, equips 94 viewing sites, and trains 95 facilitators and 50 discussion leaders. For the resources invested to demonstrate ECPDN, SC ETV receives \$412,000 in much-needed state-of-the-art equipment. ♦ School districts served by SC ETV's tape and delay centers produce and broadcast live, interactive courses and programs through SC ETV's Short-Distance Learning project. This project enables rural school districts to provide students and staff with equitable opportunities that have been previously unavailable or unafford-

able. A sampling of programs produced by these centers includes Algebra I, English I, pre-Spanish, fine arts appreciation, western civilization, computer skills, study skills, school bus driver training, students meet their congressman, student DUI awareness, public service announcements, and more. SC ETV's tape and delay centers can be adequately equipped with a small studio for as little as \$6,500. Local schools and districts participate in a matching program to acquire television reception equipment. The program has provided over 350

SC ETV's tape and delay centers can be adequately equipped with a small studio for...\$6,500.

televisions, 150 videocassette recorders, and 50 television stands to schools.

❖ SC ETV produces and delivers 900 programs in Russian I and II and advanced placement macro- and micro-economics to students throughout the SERC network. SC ETV develops **Speed Russian**, a Russian language course designed for American businesspeople. Mr. Cauthen works closely with sponsors in the U.S. Senate on the Freedom Support Act—legislation that funds United States/Russian educational exchange programs. ❖ SC ETV assists other state agencies in the development and production of 1,610 interactive teleconferences and 66 video programs to cost-effectively train employees and promote service to the community. ❖ SC ETV enters state-of-the-art medical telecommunications when it establishes a two-way video link between the Medical University of South Carolina and Richland Memorial Hospital in Columbia. The link assists in the diagnosis of pediatric cardiology patients. ❖ SC ETV transmits 131 college-credit courses, including those needed for a master's degree in business administration and engineering, as well as courses in nursing, education, agriculture, library science, and physics. ❖ SC ETV produces a documentary for the State Development Board promoting international trade opportunities for the people of South Carolina. ❖ SC ETV's cost savings to state agencies for scripted services is \$621,394. Interactive telecon-

SC ETV's cost savings to state agencies for scripted services is \$621,394. Interactive teleconferencing services save the state \$10.2 million.

ferencing services save the state \$10.2 million. ❖ SC ETV adds "Telemedicine," a service which provides a special 24 hour-per-day circuit access linking the Medical University of South Carolina and Richland Memorial Hospital for medical imaging, remote diagnosis, and two-way videoconferencing for pediatric cardiology emergencies. ❖ SC ETV completes the design and plan for a new technical facilities building. ❖ Installation of uplink equipment for the digital satellite system nears completion. ❖ SC ETV creates a separate Business Channel geared exclusively to the needs and interests of the business community.

SC ETV creates a separate Business Channel geared exclusively to the needs and interests of the business community.

❖ SC ETV provides the only statewide debate in the race for U.S. Senate in **Candidates Forum**, and airs election night returns. Victim's rights are addressed in **The Road to Victim's Justice** and **A Victim's Rights Forum**, hosted by Alex Sanders. ❖ The Central Correctional Institution (CCI) is the subject of a highly watched documentary. ❖ Concerns specific to the

African-American community are addressed through the sixth annual **Black History Teleconference**, **The National Black Family Summit**, **The State of Black South Carolina**, **The Tragedy at Orangeburg**, **For the People**, and **Job-**

man Caravan. ♦ The state's multicultural heritage is expressed in **Celebration of the South Carolina Musical Heritage, The Jenkins' Orphanage Band, Spoleto Festival, The International Glasnost Ballet, The Governor's School**

SC ETV provides high-quality programming to the national PBS system...

1992, and others. ♦ SC ETV continues to support the **Cameras in the Courtroom** experiment under the direction of the S.C. Supreme Court. ♦ SC ETV

provides high-quality programming to the national PBS system, like **Wattenberg: Trends in the Nineties; The First Universal Nation; Decorating with Mary Gilliatt; Learning Matters; America's Political Parties: Power and Principle; World of Film; Stretching for Life; Liberating America's Schools; Marcel Proust: A Writer's Life; George Marshall and the American Century; and American Heroes: The Future Belongs to the Educated.** ♦ An exquisite five-part series entitled **The Renaissance** is developed by SC ETV into a college-credit telecourse and marketed nationally. ♦ SC ETV continues to be involved in the consortiums for **American Playhouse** and **Great Performances.** ♦ SC Educational Radio staff receives numerous awards for outstanding programs, including **Columbia Organic Chemical; Battered Women Syndrome; Global Marketing of S.C. Businesses; Pearl Harbor Remembered; and Freedom of Choice.**

South Carolina ETV celebrates its 35th anniversary.

FY
1993-94

South Carolina ETV celebrates its 35th anniversary. ♦ The Early Childhood Professional Development Network (ECPDN) successfully completes the third year of a three-year grant. Live, interactive seminars are delivered by satellite to Head Start teaching teams in remote and isolated portions of Alaskan villages, migrant communities, Indian reservations, and other hard-to-reach areas of the United States and its territories. The targeted number of 25 states to reach with the training seminars is exceeded by 11 states, bringing the total number of participating states to 36. The curriculum for this instruction is based on the Child Development Associates (CDA) national credential, a requirement by the U.S. Government for Head Start teachers. College credit for ECPDN participants is secured at one or more local colleges in each participating state. Head Start centers in South Carolina are extensively served by ECPDN training. ECPDN develops special Spanish simultaneous translation capability for Head Start sites in Puerto Rico. This unprecedented live translation is achieved through a partnership between ECPDN and the public television station in San Juan. ECPDN

SC ETV continues to make great strides in bringing about educational equity in South Carolina's public schools through the Short-Distance Learning project.

adds a third two-hour, live seminar, bringing the total hours of instruction delivered to six hours weekly. Print material to support seminar content is developed and disseminated to all participants. A total of 1,377 Head Start teachers and staff are trained through the ECPDN seminars, exceeding the projected total of 1,200. Head Start workers are reached through ECPDN at 93 different sites across South Carolina and the United States.

ECPDN begins planning stages for delivery of its programming and services to the Pacific region. ♦ SC ETV continues to make great strides in bringing about educational equity in South Carolina's public schools through the Short-Distance Learning project. Using SC ETV's technol-

ogy, school districts across South Carolina produce and broadcast live, interactive courses and programs designed to meet their specific local needs. A sampling of courses offered via Short-Distance Learning includes English I, Algebra I, pre-Spanish, elementary French, French II, and western civilization. Staff development courses offered include school bus driver safety training, technology in education, science teachers in-service training, teacher evaluation procedures, middle school concept, blood-borne pathogen training, and individual school district concerns and meetings. Adult education courses offered include job search skills, computer skills, study skills, basic math, basic English, and basic science. School administrators across South Carolina are surveyed to identify specific course needs within their individual districts. SC ETV staff members attend conferences addressing needs in education and meet with district decisionmakers across the state to project future needs. A grant proposal is developed to secure funds to provide instructional television reception equipment to schools not currently served. ♦ In December 1993, the Telstar 401 satellite is launched successfully, providing SC ETV with a transponder to allow up to 32 channels for broadcast. SC ETV is the first public television network in the nation to have access to this number of channels, with virtually unlimited potential for future expansion. This digital satellite system utilizes newly developed video compression technology, enabling educational programming to be delivered at a greatly reduced cost to all areas of South Carolina. SC ETV begins digital transmissions over the satellite in April 1994. All transmissions are successful and the first stages of implementation are in

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to all areas of South Carolina.*

effect. Installation for uplink equipment for the digital satellite system is completed and installation of receiving sites at

South Carolina's schools and institutions of higher education begins in May 1994. Approximately 180 receiving systems will be completed by the beginning of the 1994 school year. Satellite receivers are being installed at other sites already on the SC ETV network, including the TEC system, all colleges and universities, state correctional facilities, most state hospitals, many law enforcement agencies, and SC ETV's programming distribution center and regional stations. ♦ SC ETV continues to develop the Business Channel, which will offer South Carolina businesses opportunities for teleconferencing, training sessions, classes, seminars, guest speakers, and a wide variety of other types of programming. Programming for the Business Channel begins, and programs directed to middle- and upper-management are offered by the Masters in Business Administration program at the University of South Carolina as well as the APOGEE engineering course. Health issues and seminars are presented by the Medical University of South Carolina, and other college courses are available

*Approximately 180 receiving
systems will be completed
by the beginning of
the 1994 school year.*

from Clemson and the University of South Carolina. The state's TEC PREP classes are available from vocational schools, and GED classes are also being offered. All municipalities in South Carolina will have access to the Business

All design work for the technical facilities building is complete and bids are received and evaluated.

Channel for training policemen, firemen, and other public workers. South Carolina is the first state in the country to have this type of delivery system for its schools, colleges, state agencies, businesses, and communities. ♦ All design work for

the technical facilities building is complete and bids are received and evaluated. The construction contract is awarded to McDevitt Street Bovis Construction Company. This new facility will greatly improve SC ETV's ability to serve South Carolina by combining all technical operations under one roof. The production areas will allow for expansion of services and effective utilization of equipment and personnel. ♦ The technology and services that SC ETV offers to support adult education allow for the cost-effective delivery of programs and training to targeted groups. ♦ SC ETV assists state agencies with the development, production, and delivery of 1,420 audio and video interactive teleconferences and 55 video programs to train employees and promote services to the community. SC ETV provides equipment, staff, and resources to support these projects and charges only the out-of-pocket costs plus 15 percent for facilities and personnel. The production cost savings to state agencies is \$425,000. In addition, the interactive teleconferencing services save state government \$13,833,657 in travel and lost productivity. ♦ SC ETV transmits 135 college-credit courses to a total of 11,501 students in a cooperative effort with the University of South Carolina, Clemson University, the Medical University of South Carolina, and South Carolina State University. SC ETV continues to deliver two master's degree programs...one in business administration (MBA) and the other in engineering (APOGEE). In Spring 1993, a third master's degree program in Library and Information Science is offered by the University of South Carolina via SC ETV. College-credit courses in mathematics, education, nursing, pharmacy, English, history, special education for teachers, oceanography, agriculture, civil engineering, educational administration, and more are also offered via SC ETV.

SC ETV transmits 135 college-credit courses to a total of 11,501 students...

A new computer networking service called "Learning Link" is added to support existing interactive services in distance learning education programs to South Carolina's schools and higher education sites.

♦ Grants are sought to expand SC ETV's medical telecommunications service called "Telemedicine." SC ETV continues to provide a free video link between the Medical University and Richland Memorial Hospital. This year, the link is used more than 70 times for pediatric cardiology consultations. SC ETV enters into a cooperative relationship with USC and its school of medicine to pursue grant

funding for the delivery of "Telemedicine" and "Telemedicine" education services to selected prisons, rural hospitals, and health education centers in rural South Carolina. ♦ A new computer networking service called "Learning Link" is added to support existing interactive services in distance learning education pro-

grams to South Carolina's schools and higher education sites. Users dial up the network, via modem, to access courseware and SC ETV program schedules.

❖ SC ETV and the S.C. Department of Education receive one of four Star Schools Dissemination Grants from the U.S. Department of Education. The grant provides for the dissemination of distance learning techniques and technical assistance to state and local educational agencies with an emphasis on assisting them in developing a plan for the increased use of distance learning technology.

Teachers and administrators from 69 schools participate in the training sessions, seminars, teleconferences, and demonstrations generated by SC ETV through this grant.

❖ SC ETV provides county libraries throughout the state with bookmarks and counter cards promoting monthly evening programming and encouraging viewers to read about the issues highlighted. ❖ SC ETV enters into a partnership with Scholastic Productions, Inc., as the presenting station for **The Magic School Bus**, an

*SC ETV enters into
a partnership with Scholastic
Productions, Inc.,
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for **The Magic School Bus**...*

innovative educational program designed for six- to nine-year-olds. The television series is the first animated children's program to be broadcast by the Public Broadcasting Service, and will be distributed nationally. ❖ SC ETV provides programming to the national PBS schedule that teaches and inspires. Premiere programs include **Campus Cultural Wars: Five Stories about PC; Technopolitics**, a weekly series; **Firing Line Debates** with William F. Buckley, the **Marrow Report** specials, and **NatureScene**. Encore presentations include **Liberating America's Schools; American Heroes: The Future Belongs to the Educated; George Marshall and the American Century**, which won the 1994 Emmy award for best historical documentary; and **Pavarotti and the Italian Tenor**.

Services, 1993–94

Instructional Television (ITV)

The South Carolina Department of Education's Office of Instructional Technology Development (OITD) is charged with the development, acquisition, scheduling, and utilization of television and radio resources to be used in South Carolina's public schools. SC ETV and SC Educational Radio are responsible for the production and delivery of effective instructional video and audio resources used to expand the curriculum experiences of students in grades K–12 throughout the state.

According to the latest utilization data available, over 98 percent of the students in South Carolina's 1,109 public schools have access to either open- or closed-circuit instructional television resources via SC ETV's 11 broadcast channels and closed-circuit (ITFS) system. Currently, 347 classroom resources are available for grades K–12. This represents 295 in-school television resources (275 series and 20 single program titles) and 52 in-school audio resources.

Five utilization consultants work on the regional level with school administrators, media specialists, and teachers to better facilitate the use of instructional resources in the classroom. They also assist with workshops, teacher in-services, and PTO presentations.

As an additional service, OITD provides lesson guides and a variety of other publications printed by SC ETV—all of which are designed to assist the teacher in effectively using ITV resources as valuable teaching tools with which to enhance the curriculum. OITD is

beginning the repurposing of SC ETV-produced video into multimedia resources for school use. Through "Learning Link," a PBS on-line service, SC ETV provides teachers with a searchable database of instructional video resources.

Staff Development Education for Teachers

SC ETV's open-circuit channel is reserved each day from 3:00–4:00 p.m. for the delivery of staff development programming, with additional resources broadcast on SC Educational Radio. In addition, teleconferences, professional development workshops, and sensitive curriculum updates are offered using the ITFS closed-circuit delivery system. Teleconferencing facilities using toll-free lines and the audio bridge provide an efficient, cost-effective method of delivering professional training to educators statewide. A major emphasis is recertification. Currently, four series specific to the needs of South Carolina teachers are offered, and a fifth (**Teaching of Geography**) is in production. These programs are in addition to those offered by Higher Education. More than 655 teachers receive renewal credits via television in 1993–94.

Higher Education

For 1993–94, SC ETV broadcasts 135 college-credit courses to a total of 11,501 students via open- and closed-circuit television in a cooperative effort with the University of South Carolina, Clemson University, the Medical University of South Carolina, and South Carolina State University.

SC ETV continues to deliver two master's degree programs—one in business administration (MBA) and the other in engineering (APOGEE)—for the University of South Carolina. During Spring 1993, a third master's degree program in Library and Information Science is offered by USC over the network. Other courses offered include mathematics, education, nursing, pharmacy, English, history, special education for teachers, oceanography, agriculture, civil engineering, educational administration, and social work.

In addition, SC ETV and the Independent Colleges of South Carolina, Inc., receive a grant from the Knight Foundation totaling \$116,000 to purchase and install a satellite dish and two SC ETV digital receivers at each of the 18 independent colleges in the consortium. With the completion of the equipment installation, all of the 33 public and 18 independent colleges in the state will have SC ETV digital satellite reception systems on their campuses.

Medical Education

SC ETV continues to work closely with the Medical University of South Carolina, the Department of Health and Environmental Control, and other health-related agencies to deliver a wide variety of medically oriented programming. More than 1,730 hours of programming, including satellite downlinks, are distributed over the SC ETV closed-circuit network to 34,176 medical viewers. Eighty-nine medical locations, including hospitals, mental health offices, area health education centers, DHEC sites, and technical schools are connected to SC ETV's closed circuit, composing the largest state medical network in America.

Adult Literacy

GED on SC ETV helps prepare adult learners for the GED exam. These literacy programs are broadcast into students' homes and are used in literacy classes in adult learning

centers statewide. Additionally a pre-GED math series, **Math Basics**, is being aired to prepare students for the GED lessons.

Early Childhood Education

SC ETV is committed to providing high-quality training to early childhood professionals with four distinct components: the Early Childhood National Programming Department, The Children's Place at SC ETV, the Early Childhood Professional Development Network (ECPDN), and the Early Childhood Media Training Project.

Early Childhood National Programming

The Early Childhood National Programming Department works in partnership with the National Association for the Education of Young Children (NAEYC) and other organizations dedicated to improving the quality of life for children and their families. Programs are distributed nationally and internationally via broadcast and videotape. They are used as supplemental tools for teachers, parents, teacher educators, and other allied professionals.

A national panel composed of media and early childhood specialists provides a diverse range of opinions and expertise for departmental project review. These specialists serve in an advisory capacity in concept development, scripting, location resources, and program evaluation.

SC ETV collaborates with PBS in developing educational programming and outreach activities serving the needs of children, parents, and educators.

Early Childhood National Programming continues production collaboration with the National Association for the Education of Young Children, the Council for Early Childhood Professional Recognition, and the Children's Defense Fund. Over 14,000 tapes are distributed through NAEYC and the Council for Early Childhood Professional Recognition.

The Children's Place at SC ETV

The Children's Place at SC ETV continues to serve as a model child-care facility and production center for state, national, and international visitors. The center is accredited by the National Academy of Early Childhood Programs, the only national accreditation system for all types of early childhood programs.

Early Childhood Professional Development Network (ECPDN)

The Early Childhood Professional Development Network (ECPDN), a federally-funded multimillion-dollar project, successfully completed the third year of the three-year demonstration grant. Live, interactive seminars were delivered by satellite to Head Start teaching teams in remote and isolated areas in Alaskan villages, migrant communities, Indian reservations, and other hard-to-reach areas of the U.S. and its territories. This year, ECPDN training seminars were transmitted to 36 states and two U.S. territories—the Virgin Islands and Puerto Rico. A special Spanish simultaneous translation was developed for the Puerto Rico sites with the assistance of the public television station in San Juan.

The third phase of ECPDN's demonstration grant saw the addition of a third two-hour seminar bringing the total hours of instruction to 6 hours weekly, all live and interactive in format. All trainees were also scheduled for discussion sessions to reinforce and expand

upon content of the regular seminars. By the end of this review period, a total of 1,377 Head Start teachers and staff have been trained through ECPDN seminars at 93 different sites.

Early Childhood Media Training Project

The Early Childhood Media Training Project provides training opportunities for staff members in child-care centers and related agencies throughout the state, especially in hard-to-reach rural areas. SC ETV serves over 100 early childhood centers by producing training videotapes and placing these programs and/or video equipment in these centers. In addition, the S.C. State Library makes these tapes available through inter-library loan at no charge.

Given increased training requirements, in-state distribution of early childhood videotapes has expanded in conjunction with the S.C. Department of Social Services, the S.C. Health and Human Services Finance Commission, and other organizations. No additional funds are allocated to purchase and distribute additional equipment.

Law Enforcement In-Service Training

Crime to Court, a monthly closed-circuit series produced by SC ETV and the S.C. Department of Public Safety, keeps approximately 8,500 South Carolina law enforcement personnel, judges, and magistrates abreast of the latest in legal decisions and law enforcement techniques and procedures without travel time away from their duties.

Working with SC ETV, the S.C. Department of Public Safety's Criminal Justice Academy Division and its teleconference studio produces 108 videoconferences dealing with topics ranging from human relations to officer survival. Through **Police Line** conferences, 15,722 officers throughout the state are instructed. All of this is accomplished within each officer's jurisdiction, saving countless man-hours and expense in travel and overtime cost, both at the state and local levels.

More than 3,000 correctional officers are trained by the S.C. Department of Corrections during the 1993-94 fiscal year.

Law Enforcement and Legal Services Network

During 1993-94, South Carolina ETV establishes the Law Enforcement and Legal Services Network, a project to increase law enforcement and legal services training delivery statewide through the digital satellite service. Building on the 25-year history of law enforcement training, SC ETV will reach areas throughout the state that have not been served by our ITFS service.

In addition to **Crime to Court** and **Police Line**, teleconferences will be developed for campus security, emergency medical and fire-fighting services, OSHA regulations, and updates in state and federal legal requirements. SC ETV will also downlink offerings from the FBI Academy, the Federal Law Enforcement Training Center, and the National Corrections Institute. The technology will also be used by judges and probation officers to conduct hearings more efficiently.

Rick Johnson, former director of the S.C. Criminal Justice Academy, is hired as the network's director, and is conducting a statewide needs assessment of users. Local law enforcement sites begin committing to the purchase of satellite downlinks to receive additional services.

South Carolina Satellite Educational Resources Consortium (SERC) Project

For 1993–94, SC ETV, in partnership with the S.C. Department of Education, produces four high school-level courses: Russian I, Russian II, advanced placement microeconomics, and advanced placement macroeconomics. The Satellite Educational Resources Consortium (SERC) offers these live, interactive for-credit courses to students in the urban and rural schools of South Carolina and across the nation.

During the past academic year in South Carolina, 41 students are enrolled in Russian I, and 48 students are enrolled in Russian II. Thirteen students are enrolled in the advanced placement microeconomics course, and 10 students are enrolled in the advanced placement macroeconomics course.

Business, Industry, and State Agency Media Projects

SC ETV continues its commitment to assist the state in economic development by working with the State Department of Commerce, counties, and local municipalities in industrial development efforts. This year, SC ETV produces new marketing videos for Laurens and Barnwell counties. SC ETV also continues to provide technical support for the Governor's Rural Economic Summit, and assists the Department of Commerce during the Emperor of Japan's visit to the state.

Major state agency projects include a recruitment video designed to attract the state's brightest youngsters to the Governor's School for Science and Math; an educational video to assist DHEC and the Department of Disabilities in combating neural tube defects through prenatal care; a video for DHEC paid for by the March of Dimes to help fight tuberculosis in our state; and a series for the University of South Carolina titled **The Freshman Experience**, designed to help young people through that difficult adjustment period.

Areas of assistance continue to be diverse, ranging from forestry to teacher recruitment, from the arts to protection of the elderly, from total quality management to improvement of state agency management. SC ETV's media production remains a resource used statewide.

Business Channel

This year, SC ETV begins preparations for the implementation of a new business channel, BusinessLink, an effort to enhance our state's business development by channeling the new digital satellite technology toward training the state's work force. Designed to deliver training to on-site locations, SC ETV will work with higher education institutions, the state technical college system, PBS's Adult Learning Service, and other state agencies, many of whom can originate signals from current facilities. Companies can purchase satellite dishes to receive the signals at their locations.

Teleconferencing

During the 1993–94 fiscal year, SC ETV teleconferencing provides services for 56 agencies, boards, or departments of state government. Several special teleconference requests by agencies require that SC ETV leave its Columbia studios to provide mobile teleconference production services. For example, the S.C. Arts Commission brings the National Endowment for the Arts Director Jane Alexander and representatives of arts agencies from 50 states to Charleston's Sotille Theater for a national conference. Traditional

studio-based teleconferences produced this year include an in-depth look at the North American Free Trade Agreement produced for Trident Technical College, a two-day satellite conference on child abuse for the U.S. Justice Department and the Criminal Justice Academy, and a series of 12 foster parent training teleconferences produced by the USC Center for Families and DSS.

Legal Continuing Education

SC ETV has provided telecommunication facilities for legal continuing education for more than 16 years. In 1993-94, 3,302 legal professionals utilize SC ETV satellite, ITFS, and audio conference technologies to avoid travel while participating in continuing education teleconferences close to where they live and work in South Carolina.

Regional Production Facilities

South Carolina ETV has four regional stations with production capabilities: WJWJ-TV, Beaufort; WNSC-TV, Rock Hill; WRET-TV, Spartanburg; and WRJA-TV, Sumter.

In addition to extending all aspects of SC ETV's services to area residents, these regional centers produce and distribute programming that meets the exact needs of their area schools, communities, and educational institutions.

These regional SC ETV facilities create valuable non-broadcast programs, ranging from in-service training tapes to industrial recruitment tapes. In addition, the regional facilities contribute to statewide programming.

SC Educational Radio

The SC Educational Radio Network (SC ERN) each day provides 19 hours of early morning, afternoon, and evening broadcasts that bring informational, educational, and cultural materials to the general public. Teacher staff development programming is offered at 3:00 p.m. weekdays. The eight radio stations of the SC Educational Radio Network are: WSCI-FM 89.3/Charleston, WEPR-FM 90.1/Greenville-Spartanburg, WLTR-FM 91.3/Columbia, WNSC-FM 88.9/Rock Hill, WRJA-FM 88.1/Sumter, WJWJ-FM 89.9/Beaufort, WHMC-FM 90.1/Conway-Myrtle Beach, and WLJK 89.1/Aiken.

Educational Radio for the Blind

The SC Educational Radio Network broadcasts reading materials for 18 hours daily to over 3,300 blind South Carolinians through a special frequency. Readings of newspapers, magazines, and books are joined by programs on employment information, consumer tips, self-defense, and home-study courses.

Summary of Services Provided by SC ETV, 1993-94

1. Public Schools with Access to SC ETV	
Individual Students	646,985
Course Enrollment (estimate)	3,300,000
Schools Served	1,098

2. Higher Education	
Credit Courses	135
Total Student Enrollment	11,501
3. S.C. SERC Project	
Russian I: National Enrollment	
Section One, Number of Students Enrolled	129
Section Two, Number of Students Enrolled	180
Russian II: National Enrollment	
Section One, Number of Students Enrolled	168
Advanced Placement Macroeconomics: National Enrollment	
Section One, Number of Students Enrolled	96
Section Two, Number of Students Enrolled	71
Advanced Placement Microeconomics: National Enrollment	
Section One, Number of Students Enrolled	114
Section Two, Number of Students Enrolled	61
4. Staff Development*	
Programs	938
Teacher Enrollment	655
*Totals do not reflect programs offered which do not require pre-enrollment with the S.C. Department of Education.	
5. Medical Education	
Medical Personnel Served	34,176
Hospitals Served	52
DHEC Offices Served	17
Mental Health Offices Served	15
Technical Schools Served	5
6. Law Enforcement Training	
Total Monthly Course Enrollment of Officers, Judges, and Magistrates for Crime to Court	8,500
Police Line Teleconference Participants	15,722
Correctional Officers Trained	3,000
7. Legal Continuing Education	
Teleconferences	14
Attorneys Served	3,302
8. Business/Industry and State Agency Media Projects	
Programs and Projects (including Crime to Court)	59
9. State Government Audio and Video Teleconferences	
Audioconferences	774
Videoconferences	646
10. Network-Produced Programs	
ITV (includes distance education)	1,291
ITV Staff Development (TV and Radio)	38
Minority	28
Public Affairs	121

	Nature and Science	14																											
	Arts and Culture	7																											
11.	Radio (including Radio Services to the Blind)																												
	Broadcast Hours	7,046																											
	Broadcast Hours (Services to Blind)	6,552																											
	Total Radio Broadcast Hours	13,598																											
	Locally Produced Programs	3,176																											
	Locally Produced Programs (Services to Blind)	5,174																											
	Total Radio Programs Produced	8,350																											
12.	Regional Stations Locally Produced Programs																												
	Beaufort	426																											
	Rock Hill	570																											
	Spartanburg	241																											
	Sumter	200																											
	Total	1,437																											
13.	Multichannel Programming for a Typical Day																												
	<table> <tr> <th>Programming Type</th><th>Hours/Day</th><th>Percent of Broadcast Day</th></tr> <tr> <td>Public School</td><td>41.0</td><td>36.3%</td></tr> <tr> <td>Teacher Staff Development</td><td>3.2</td><td>2.8%</td></tr> <tr> <td>Professional Education</td><td>13.7</td><td>12.1%</td></tr> <tr> <td>College Credit</td><td>19.3</td><td>17.1%</td></tr> <tr> <td>General Education</td><td>15.9</td><td>14.1%</td></tr> <tr> <td>Children</td><td>10.8</td><td>9.6%</td></tr> <tr> <td>Evening Programs</td><td>9.1</td><td>8.1%</td></tr> <tr> <td>Total</td><td>113.0</td><td>100.0%</td></tr> </table>	Programming Type	Hours/Day	Percent of Broadcast Day	Public School	41.0	36.3%	Teacher Staff Development	3.2	2.8%	Professional Education	13.7	12.1%	College Credit	19.3	17.1%	General Education	15.9	14.1%	Children	10.8	9.6%	Evening Programs	9.1	8.1%	Total	113.0	100.0%	
Programming Type	Hours/Day	Percent of Broadcast Day																											
Public School	41.0	36.3%																											
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Evening Programs	9.1	8.1%																											
Total	113.0	100.0%																											
	Total Number of Programs	226																											
	Programs Transmitted Through Broadcast Stations, ITFS Network, and Satellites																												
	Programs	50,951																											
	Hours	25,945																											
14.	National Programming and Development																												
	Grants Obtained	\$6,924,802																											
15.	Print Shop																												
	Jobs	529																											
	Copies	3,165,349																											
16.	School Reception Equipment																												
	Television Receivers Purchased by SC ETV	257																											
	Television Receivers Purchased by Schools	733																											
17.	School Building Distribution Systems																												
	Additional Outlets* During 1993-94	4,500																											

*This was done on a matching basis: SC ETV furnished the equipment, schools paid the labor (private contractor) or purchased TV sets, etc.

Summary of SC ETV Media Production and Teleconferencing Services to Agencies, 1993–94

Business, Industry, and State Agency Media Projects

SC ETV assists state agencies with their internal training and media needs, and helps enhance the business climate of our state. In 1993–94, SC ETV's Division of Continuing Education produces 59 media projects, ranging from public service announcements to event coverage to training. The largest single project remains the monthly training program for law enforcement officers and magistrates, **Crime to Court**. This series continues to be produced for the S.C. Criminal Justice Academy. In addition, SC ETV produces programs designed to reduce neural tube defects, a severe form of birth defect, to encourage mothers to seek prenatal care, and to fight tuberculosis. SC ETV also produces a number of economic development-related programs. Some 5,808 dubs of various programs are produced for distribution, and some 33 organizations and agencies are served.

State Government Audio and Video Teleconferences

During FY 1993–94, SC ETV coordinates 1,420 video and audioconferences for state government. A total of 25,955 hours of audioconferencing time is used by state government on SC ETV's telephone bridge.

Media Production and Teleconferencing Services— Costs and Benefits

Direct Costs	\$301,989	Travel Savings	\$ 4,103,625
Billed to Agencies	<u>301,989</u>	Productivity Savings	3,282,900
Net SC ETV Out-of-Pocket Costs	0		
		Est. Cost of Services at Commercial Rates	<u>\$ 7,060,522</u>
		Total Value to State	\$14,447,047
SC ETV In-Kind Resources*	\$1,165,725		
Total Cost to SC ETV	\$1,165,725		

Net Savings to State: \$13,281,322

*These resources represent the capacity already in place for accomplishing SC ETV's mission (cameras, studios, video recorders, staff, etc.).

Media Production Projects

Agency/Organization	Project Type and No. of Projects	Cost to Agency	SC ETV Cost	Total Cost
American Lung Association	Doc. (1)	\$4,463	\$21,733	\$26,196
American Textile Manufacturer's Institute	Doc. (1)	\$10,106**		
Arts Commission	Doc. (1)	\$3,632**		
Barnwell County	Economic Dev. (1) Dubs (100)	\$6,208 \$683*	\$33,224	\$39,432
Budget and Control Board	Dubs (8)	\$107*		
Junior Achievement	Doc. (1) Event cov. (1) Dubs	\$2,693 \$498 \$606*	\$8,195 \$1,531	\$10,888 \$2,029
Center for School Leadership	Promo (1)	\$6,459	\$32,439	\$38,898
Center for Teacher Recruitment	Promo (1)	\$2,929	\$22,000	\$24,929
Children's Trust Fund	Dubs (6)	\$117*		
Coker College	Promo (1)	\$2,223	\$12,503	\$14,726
Continuum of Care	Promo (1)	\$274	\$1,638	\$1,912
Criminal Justice Academy	Training (12) Dubs (25)	\$183,918 \$158*	\$100,210	\$284,128
Department of Commerce	Event cov. (5) Doc. (1)	\$1,961 \$3,171	\$6,551 \$3,161	\$8,512 \$6,332
Department of Disabilities	Doc. (1) Training (1)	\$4,211 \$235	\$30,004 \$1,620	\$34,215 \$1,855
Department of Education	PSAs (1) PSAs (1) Dubs (14)	\$1,102 \$67 \$170*	\$3,099 \$332	\$4,201 \$399
DHEC	Doc. (1) Dubs (26)	\$121 \$194*	\$411	\$532
Department of Public Safety	Public Ed. (1) Dubs (4)	\$6,737 \$90*	\$37,100	\$43,837
Department of Revenue	Training (1)	\$970	\$3,173	\$4,143
Department of Social Services	Dubs (1)	\$23		
Department of Trans- portation	PSAs (1)	\$616	\$1,206	\$1,822
Executive Institute	Training (4)	\$5,783	\$33,947	\$39,730
Forestry Association	PSAs (1)	\$724	\$2,039	\$2,763
Governor's Office OEPP	Dubs (6)	\$117*		
Governor's School for the Arts	Dubs (170)	\$893*		

Agency/Organization	Project Type and No. of Projects	Cost to Agency	SC ETV Cost	Total Cost
Governor's School for Science and Math	Doc. (1)	\$8,583	\$53,942	\$62,525
Greenwood Chamber	Event Cov. (5)	\$719	\$3,176	\$3,895
March of Dimes	Doc. (1)	\$5,699	\$29,172	\$34,871
MUSC	Training (4)	\$20,606*		
	Orientation (1)	\$240	\$1,739	\$1,979
Probation, Pardon, and Parole	Dubs (70)	\$505*		
State Museum	PSAs (4)	\$1,524	\$15,600	\$17,124
	Transfer (1)	\$140	\$912	\$1,052
University of South Carolina	Instruct.	\$11,444	\$91,678	\$103,122
Wildlife Commission	Dubs (6)	\$117*		
Vocational Rehabilitation	Dubs (25)	\$153*		

*This figure is the amount that SC ETV billed the agency for videotape duplication services and represents both the out-of-pocket and in-kind costs to SC ETV.

**This figure was paid under contract before completion of the project. Remaining income and SC ETV costs will be reported in the 1994-95 Annual Report.

	Cost to Agency	SC ETV Cost	Total Cost
Total Costs	\$301,989	\$552,335	\$816,047

Teleconferencing

Agencies Served

Adjutant General	Division on Aging
Aiken TEC	Arts Commission
Budget and Control Board	Central Carolina TEC
Clemson University	Department of Commerce
Consumer Affairs	Department of Corrections
Criminal Justice Academy	Board of Dentistry
Department of Disabilities	Department of Education
Election Commission	Employment Security Commission
Fire Marshal	Florence-Darlington TEC
Francis Marion University	Office of General Services
Georgetown County Schools	Governor's Office
Greenville TEC	Department of Health and Environmental Control
Health and Human Services Finance Commission	Horry-Georgetown TEC
Human Affairs Commission	Office of Information Resources
Department of Juvenile Justice	Labor, Licensing, and Regulation
Lowcountry TEC	Board of Medical Examiners
Medical University of South Carolina	Mental Health

Midlands TEC
Parks, Recreation, and Tourism
Probation, Pardon, and Parole
Research and Statistical Services
School for the Deaf and Blind
South Carolina ETV
Spartanburg TEC
Sumter TEC
Supreme Court
Trident TEC
Vocational Rehabilitation
York TEC

Orangeburg-Calhoun TEC
Piedmont TEC
Department of Public Safety
Department of Revenue
Department of Social Services
South Carolina State University
State Board for Technical and Comprehensive Education
Department of Transportation
University of South Carolina
Williamsburg TEC

In-Kind Videoconference Resources: \$353,840

In-Kind Audio Bridge Services (25,955 line hours utilized): \$259,550

Total In-Kind (teleconferencing): \$613,390

Budget Expenditures, 1993–94

Internal Administration and Support Service

Personal Service	\$ 1,954,720
Other Operating Expenses	2,843,588

Educational Assessment and Program Development

Personal Service	1,510,344
Other Operating Expenses	2,238,919

Television, Radio, and Other Production

Personal Service	4,449,166
Other Operating Expenses	3,290,292

Transmission and Reception

Personal Service	2,035,862
Other Operating Expenses	5,729,055

Employment Benefits

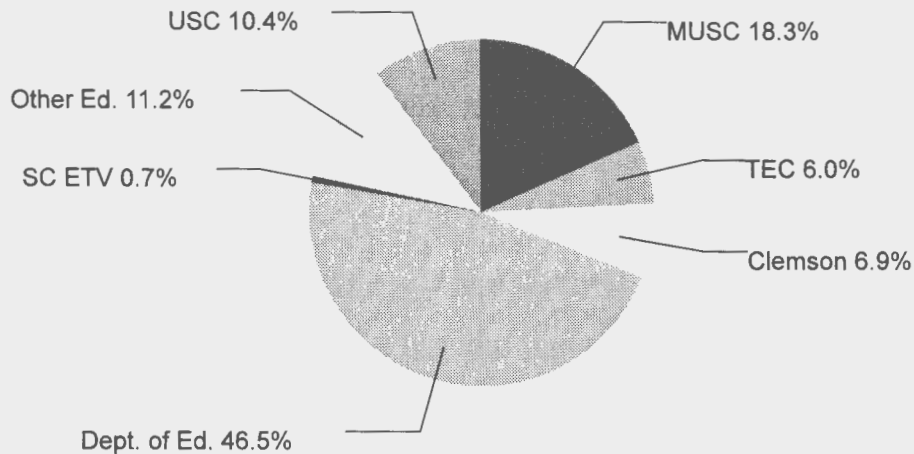
Total Fringe Benefits	2,545,046
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Other

Capital Projects	1,016,569
Principal and Interest—IPP Note	1,203,983

Total SC ETV Expenditures	\$28,817,544
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Total Funding for Education in South Carolina



South Carolina ETV

	1993-94 Actual Funds	FY 1994-95 Total Funds	General Funds	FY 1995-96 Total Funds	General Funds
Program—Internal Administration					
Personal Service	1,954,720	1,694,198	1,319,921	1,699,896	1,324,823
FTE Positions	(62.05)	(59.80)	(48.45)	(59.80)	(48.45)
Other Operating Expenses	2,843,588	2,732,166	789,420	2,707,166	764,420
Internal Administration Totals	<u>4,798,308</u>	<u>4,426,364</u>	<u>2,109,341</u>	<u>4,407,062</u>	<u>2,089,243</u>
Program—Education Assessment and Program Development					
Personal Service	1,510,344	1,942,512	1,307,565	1,893,336	1,256,316
FTE Positions	(35.60)	(60.75)	(35.00)	(60.75)	(35.00)
Other Operating Expenses	2,238,919	1,967,069	30,830	2,242,069	55,830
Education Assessment and Development Totals	<u>3,749,263</u>	<u>3,909,581</u>	<u>1,338,395</u>	<u>4,135,405</u>	<u>1,312,146</u>

Program Goal

To provide assistance in the coordination, planning, evaluation, and delivery of educational/training programs for public schools, higher education, state agencies, business and industry, and adult education.

Program Objectives

- ❖ To increase district/multi-district use of existing facilities for instructional courses and staff development and training.

	1993-94 Actual Funds	FY 1994-95 Total Funds	General Funds	FY 1995-96 Total Funds	General Funds
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❖ To provide higher education institutions, state agencies, and businesses in the state with live and pre-recorded courses.					
<i>Performance Measures</i>					
Workload Indicators:					
❖ Four tape and delay centers identified for additional pilot projects for short-distance learning (SDL)					
❖ 15 districts served by the four centers					
❖ Five tape and delay centers equipped for SDL					
❖ 11 school districts serviced by these five centers					
❖ 98 planning contacts with colleges and universities					
❖ 112 planning contacts with public schools regarding SDL					
❖ 182 planning contacts with public schools regarding future technology					
❖ 28 formal presentations to public school and adult education administrators, school board members, and teachers					
❖ 460 planning contacts with state agencies and professional associations					
Efficiency Measures:					
❖ Equipment for SDL pilot projects funded 60 percent by school districts and 40 percent by state					
❖ No travel by teachers or students to participate in courses/training					
❖ 634,378 public school students					
❖ 300,000 people without high school diplomas in South Carolina					
❖ \$14,447,000 yearly savings to state government through audio/video teleconferences					
❖ 14 percent of total expenditures					
Effectiveness Measures:					
❖ 104 adult education students served through SDL					
❖ 54 public school students received college-credit courses through SDL					
❖ 421 public school students received courses through SDL					
❖ 874 teachers received staff development training through SDL					
❖ 28 teachers received recertification courses through SDL					
❖ 655 teachers received recertification courses through SC ETV					
❖ 1,420 teleconferences for state agencies and professional associations					
❖ 118 GED preparation and math basics adult education programs					
❖ 5,808 PSA dubs delivered					
❖ 59 media projects for associations and state agencies					
❖ 774 audioconferences for state government					
❖ 56 state agencies serviced by audio/video teleconferences					
❖ Virtually all K-12 public schools in South Carolina have access to ITV					
Program—Television, Radio, and Other Production					
Personal Service	4,449,166	4,923,115	4,331,043	4,939,057	4,345,183
FTE Positions	(189.50)	(183.00)	(160.50)	(183.00)	(160.50)
Other Operating Expenses	3,290,292	2,543,659	737,891	2,473,996	668,228
TV, Radio, and Other					
Production Totals	<u>7,739,458</u>	<u>7,466,774</u>	<u>5,068,934</u>	<u>7,413,053</u>	<u>5,013,411</u>

	1993-94 Actual Funds	FY 1994-95 Total Funds	General Funds	FY 1995-96 Total Funds	General Funds
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Program Goal

To provide the necessary facilities and personnel for the creation and good delivery of radio programs, film, videotape, and studio video production.

Program Objectives

- ❖ To provide the necessary facilities and equipment to produce quality broadcast programs.
- ❖ To provide the necessary producers, writers, cameramen, and technicians to produce quality programs for use in classrooms, training, and general public viewing.
- ❖ To provide programs of local interest to local audiences and programs of historical, cultural, and educational significance to the general public.

Performance Measures

Workload Indicators:

- ❖ 14 departments served by the production department
- ❖ 23 independent producers supported
- ❖ Seven courses for SERC Star Schools supported
- ❖ 3,113 locally produced hours
- ❖ 14,067 hours of electronic field production
- ❖ 8,054 hours of post-production
- ❖ 4,481 hours of studio production

Efficiency Measures:

- ❖ 32 percent of total expenditures

Effectiveness Measures:

- ❖ 1,513 programs produced
- ❖ Seven daily live, on-air interactive classes
- ❖ 210 high schools across the state and the nation receive these courses
- ❖ 2,606 hours of children's programming
- ❖ 2,118 hours of public affairs programming
- ❖ 867 hours of cultural programming
- ❖ 54 program series produced for statewide/regional audiences in South Carolina

Program—Transmission and Reception

Personal Service	2,035,862	2,265,285	2,161,018	2,272,622	2,168,073
FTE Positions	(100.40)	(84.00)	(79.50)	(84.00)	(79.50)
Other Operating Expenses	5,729,055	4,574,638	3,072,232	4,004,249	2,977,622
Debt Service	1,203,983	3,353,284	3,353,284	3,353,284	3,353,284
Transmission and Reception Totals	<u>8,968,900</u>	<u>10,193,207</u>	<u>8,586,534</u>	<u>9,630,155</u>	<u>8,498,979</u>

Program Goal

To provide the necessary engineering, technical, staff, and equipment to assure uninterrupted daily service to public schools, colleges, universities, state agencies, and the general public; and to support the internal production department.

Program Objectives

- ❖ To service, plan, and provide the necessary equipment for transmitting and broadcasting day to day.

	1993-94 Actual Funds	FY 1994-95 Total Funds	General Funds	FY 1995-96 Total Funds	General Funds
❖ To assist local reception and distribution systems.					
❖ To continue the completion of the statewide video-related educational system.					
<i>Performance Measures</i>					
Workload Indicators:					
❖ 5,196 visits to public schools					
❖ 936 ITFS transmitter routine visits					
❖ One new SERC installation					
❖ 140 visits to SERC sites					
❖ 2,500 tapes duplicated and distributed to taping centers					
❖ 108 school system design meetings with architects					
❖ 40 inspections of commercial contractor installations of school distribution systems					
❖ 300 satellite receive site surveys					
Efficiency Measures:					
❖ 2,408 reception equipment problems reported and cleared					
❖ 130 ITFS equipment problems reported and cleared					
❖ 30 SERC equipment problems reported and cleared					
❖ 150 installations of satellite receive sites					
❖ 11,695 broadcast hours to the general public					
❖ 474,000 households					
❖ 36 percent of total expenditures reached					
Effectiveness Measures:					
❖ 384 schools receiving programs from taping center (LAT—local area transmitter)					
❖ 174 schools receiving ITFS programming from the SC ETV Center (WAT—wide area transmitter)					
❖ 588 schools receiving open-circuit programming					
❖ 13,044 programs to open-circuit schools					
❖ 21,387 programs to WAT schools, higher education, etc.					
❖ 165,000 programs to LAT schools					
❖ 178 non-state schools receive programming through WAT					
❖ 1,472 hours of programs to non-state schools					
❖ 3,134 programs delivered to non-state schools					
Program—Employee Benefits					
Employer Contributions	2,545,046	2,545,814	2,271,172	2,745,805	2,275,805
Program—Non-Recurring Receiving Units					
Schools		1,750,000	1,750,000		
SC ETV Operating Budget Totals					
	27,800,975	30,291,740	21,124,376	28,331,480	19,189,584

Changes in Enabling Legislation, 1993–94

There are none.

Total Number of Documents Printed	<u>255</u>
Cost Per Unit	\$ <u>1.24</u>
Printing Cost - S.C. State Budget & Control Board (up to 255 copies)	\$ <u>316.26</u>
Printing Cost - Individual Agency (requesting over 255 copies and/or halftones)	\$ <u>—</u>
Total Printing Cost	\$ <u>316.26</u>

